

**CREATIVITY**

# CREATIVE TRAITS

- Imagination
- Verbal ability
- Conceptual ability
- Mental awareness
- Ability to reason logically
- Ability to think rapidly
- Mental flexibility
- Ability to think nontraditional

# WHAT IS CREATIVITY?

- The ability to generate unique ideas, approaches and solutions

# PERSONALITY TRAITS

- Frequently take independent action
- Prefer working with minimal or no supervision
- Prefer variety and change
- Often impatient with other people
- Recognition
- Enjoy risk-taking
- Desire praise & dislike failure
- Exhibit high energy levels
- Seek new challenges and experiences

# CREATIVITY AT WORK

- Sales presentations
- Customer difficulties
- Human relations problems
- Product/service changes
- Operational changes
- Promotions & displays
- Employee training

# CREATIVITY CAN BE DEVELOPED

- Study
- Concentration
- Practice
- Patience

# AWAKEN YOUR SENSES

- Relax in a comfortable chair
- Close your eyes
- Concentrate on some pleasant thought
- Create A mental image of something you enjoy doing
- Actually see, feel, smell, taste, and hear you imaginary surroundings

# BRAINSTORMING

- Identify as many different ideas as possible
- List all relevant ideas generated
- Reserve analysis and judgment until later
- Can be done by one person or by a group
- Used most often in connection with problem solving



# ROLE PLAY

- The process of acting through a situation without all the real characters being present
- Practice through role playing with someone else

# EXPERIMENT

- Experiment with different ideas
- Sometimes, you have to try putting the pieces together in different ways in order to see what happens

# MENTAL EXERCISES

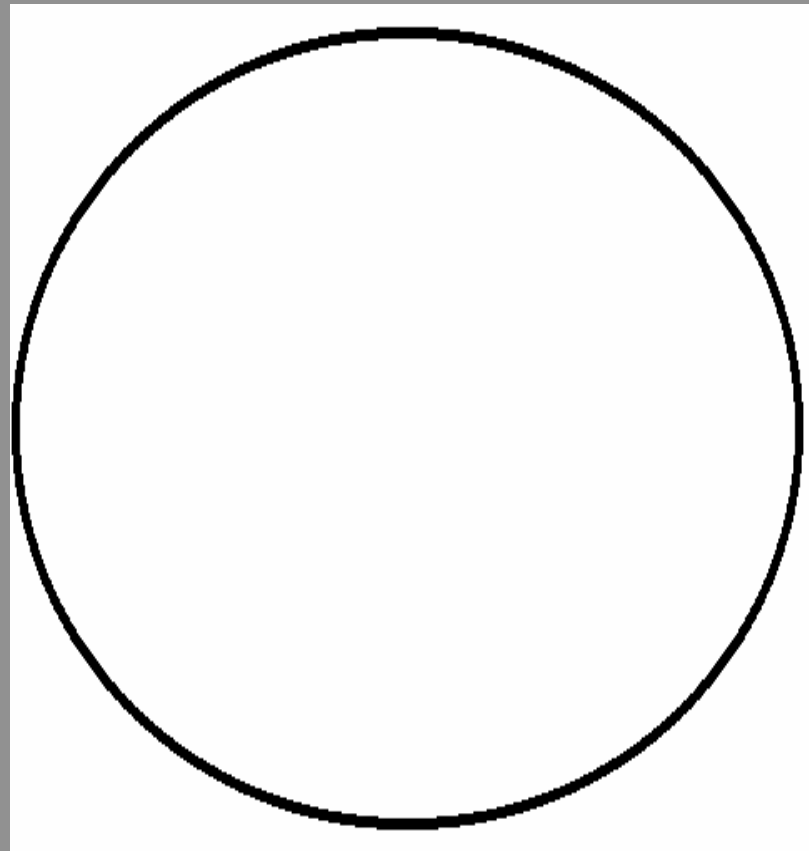
- Keeps thinking sharp
- Solving puzzles, reading mystery stories, doing word games, playing board games

# CREATIVE PROBLEM SOLVING

- Develop a creative atmosphere/attitude
- Identify the problem
- Determine the facts
- Identify possible solutions
- Let the problem simmer
- Determine the best SOLUTION

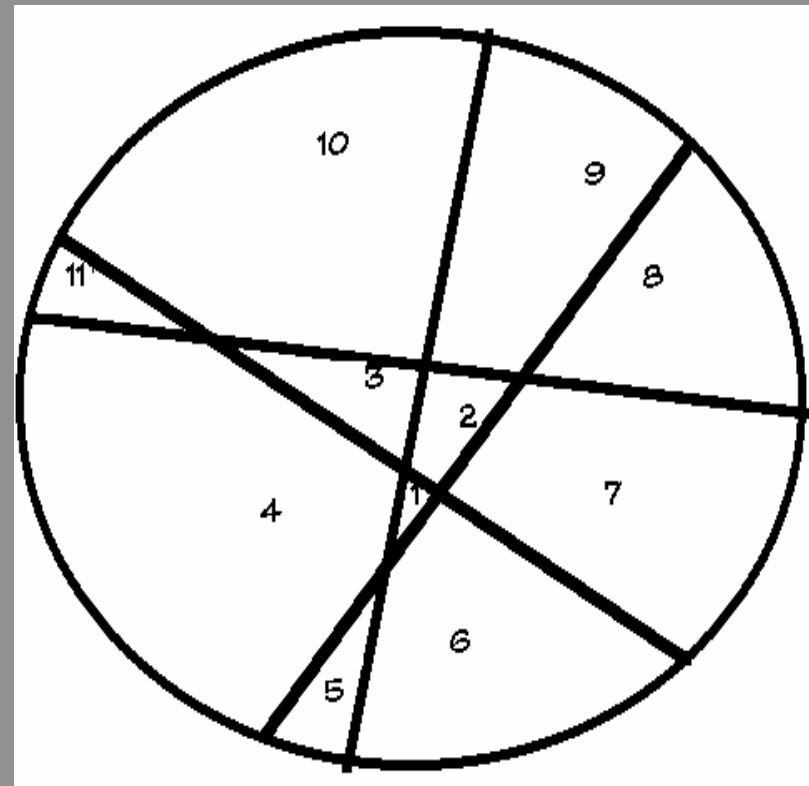
# APPLICATION EXERCISE

- How many parts can the circle be divided into by using only four lines
- Lines can be of any length
- Lines can appear & intersect at any point within the circle
- Lines must be straight



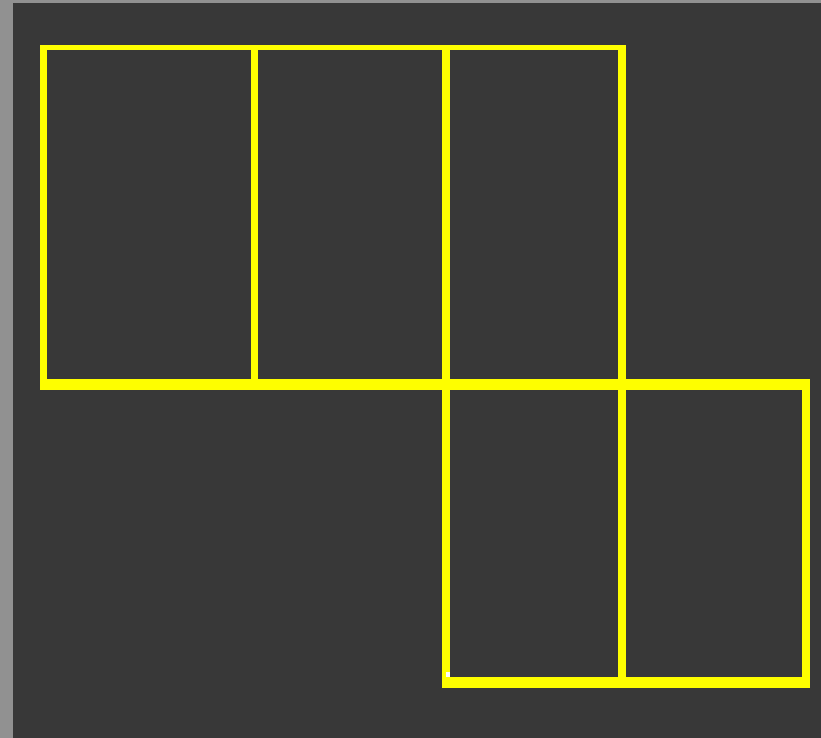
# SOLUTION

- Through Creative Perception, Four Lines Can Yield Eleven Different Parts

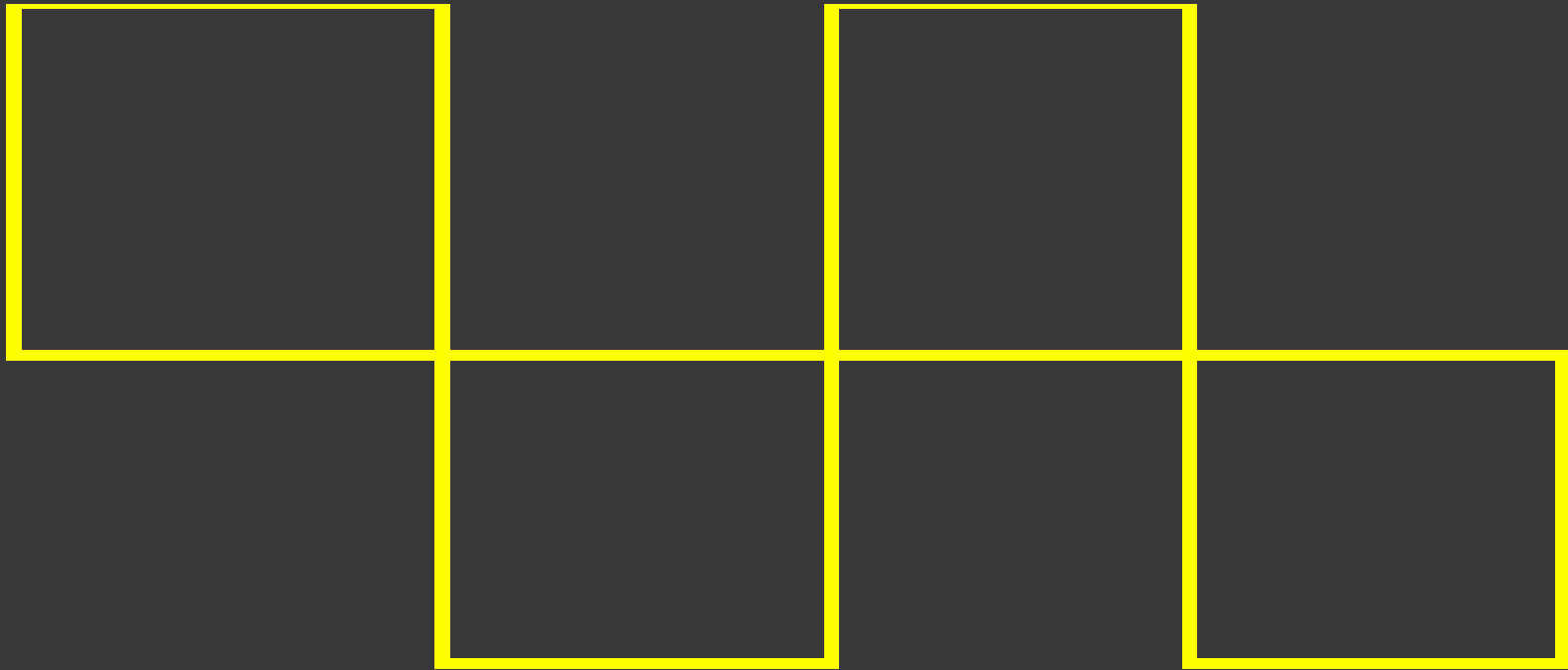


# APPLICATION EXERCISE

- Devise a way to change the formation from five squares to four, by moving only two of the lines.
- Squares must still be adjacent



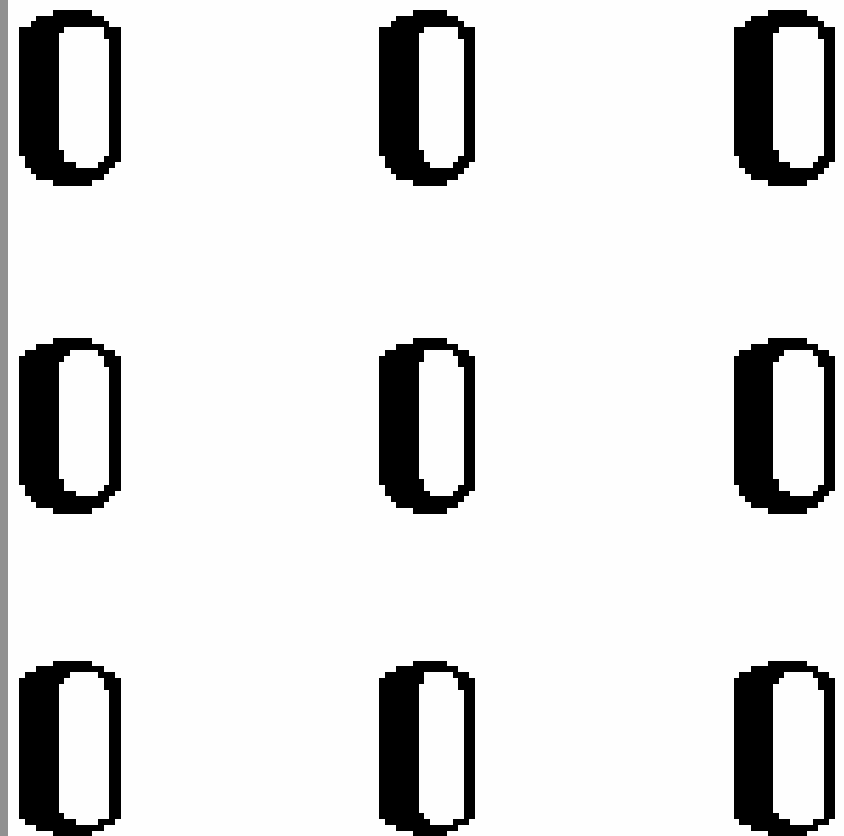
# SOLUTION





# CONNECT THE DOTS

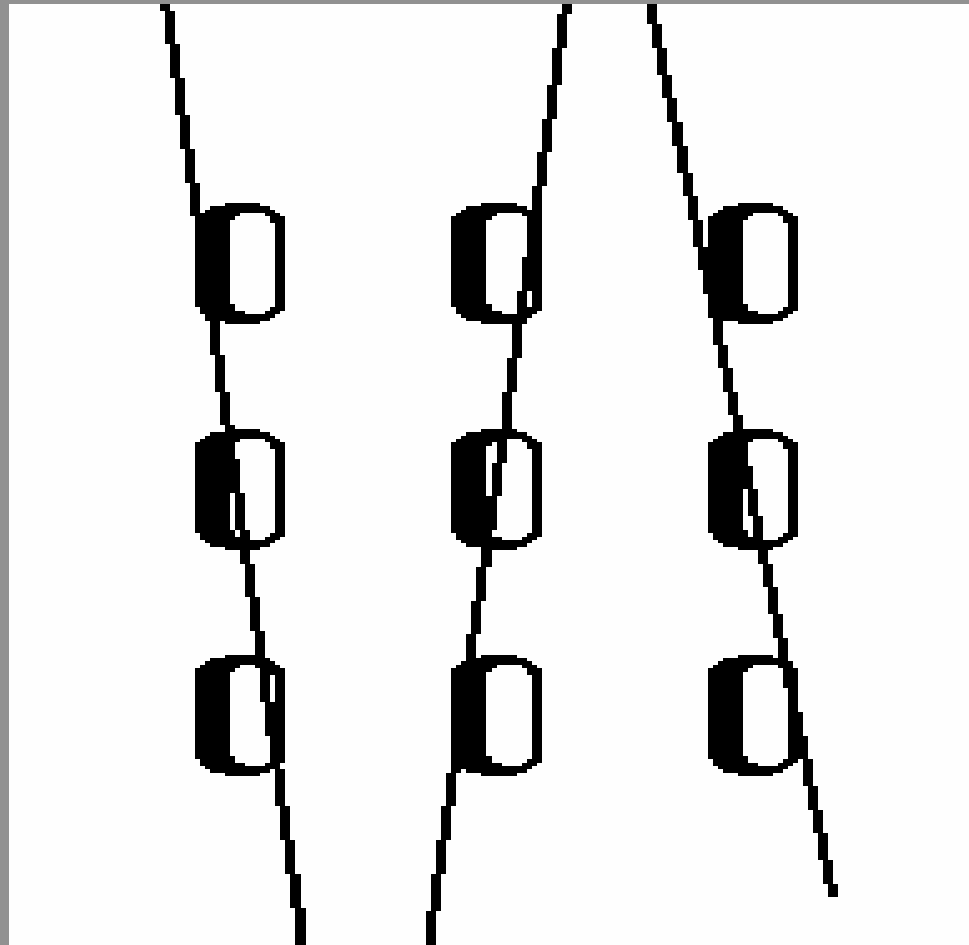
- Draw four connected straight lines, without retracing your path, that pass through all the points
- Can you do it with three?





# SOLUTION

- Three lines



# IN AND OUT LETTERS

- A man draws a box, then begins to place all the letters of the alphabet either inside or outside the box.
- Where do G, H and the rest of the alphabet belong?
- What is the system being used?

B C D

A E F

# SOLUTION

- The key to the problem lies not in some complex interrelationship of numbers of vowels and consonants but in the shape of the letters themselves.
- Letters with straight lines belong inside the box; letter with curved lines, outside

B C D G J O P Q R S U

A E F H I K L M N T V W X Y  
Z